

DRAFT COMMUNICATIONS OUTLINE FOR ALLIED SUPERFUND SITE

I. Identify and communicate with Key Community Partners

- **Kalamazoo Administration and City Commissioners**
- **City of Kalamazoo Environmental Concerns Committee**
- **Kalamazoo River Cleanup Coalition (KRCC)**
- **Neighborhood Associations (Edison, Homecrest Circle, Milwood, Westnedge Hill, others?)**
- *WMU (Bob Miller), SWMF, Edison Business Association*
- *Media Outreach/Discussions – messaging, media releases, roundtables, etc... (very soon, i.e., w/in one week, after outreach to Key Community Partners)*
- *Internal Large Group Meeting/Discussion (when?) re: media outreach/messaging/media releases*
- *Large Public Meeting (if necessary/needed)*
- *Next steps/questions: Future USEPA Meetings, MDEQ involvement, ongoing relationship between COK/MDEQ/USEPA moving forward, long-term ownership, redevelopment options, etc...*
- *Develop and share timeline on meeting schedules and media outreach*

II. “Tell the Entire Story” – How did we get here, who was involved, what happened, current status – *emphasize Portage Creek Corridor Plan in 2009, Millennium Holdings bankruptcy in 2010, MDEQ involvement to restart discussions between City and US EPA, federal political involvement, need for continued groundwater monitoring – current and future, need for vision/messaging, fill in remaining gaps in timeline/issues.*

III. Update on Progress and Status of the Allied Site

- **EPA/COK/MDEQ meetings – since April 2014**
- **Review practical issues associated with the Allied Site – ownership, funding, legal concerns, groundwater monitoring, ongoing maintenance, redevelopment options and opportunities, others?**
- *Groundwater Data – share internally with COK/MDEQ/USEPA, then outreach to W.M.U. (Duane Hampton, others?)*

IV. Cast a Vision for the Allied Site

- **Use Key Parameters/Statements**
 - **Protectiveness**
 - **Productivity**
 - **Connectivity**
 - **Accessibility**
- *Develop standard talking points for use by COK/MDEQ/USEPA*
- *Emphasize consistency in message with public and media*
- *Have prepared and ready for use prior to outreach sessions to Key Partners detailed in I. above.*

V. Moving Forward

- **What is the best possible remedy given all the constraints?**
- *City/MDEQ/USEPA comments and concerns*
- *Public comments and concerns*
- **Public Feedback** and interactions – USEPA Availability sessions, etc... (See I. above.)